



COUNCIL PRESIDENT PRO TEM
SHERRI S. LIGHTNER
CITY OF SAN DIEGO – COUNCIL DISTRICT 1
Press Release

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City Council Urges Broadcast Deal for Padres Games
Time Warner Cable and Fox Sports San Diego Continue to Negotiate

SAN DIEGO – The San Diego City Council today passed a resolution encouraging Time Warner Cable and Fox Sports San Diego to reach a deal to broadcast Padres games in time for Opening Day on April 1.

Council President Pro Tem Sherri Lightner authored the resolution because of repeated complaints she has heard from constituents about their inability to watch Padres games on television.

Currently, Fox Sports San Diego has reached agreements with four of the five major television providers in San Diego: Cox, DirecTV, AT&T U-Verse and Dish. The fifth major television provider, Time Warner Cable, which provides cable service to most of the communities that Lightner represents, has yet to agree to a deal.

Lightner said it was imperative that the city use whatever resources it has to get the two sides back to the negotiating table because the City of San Diego and its citizens have a real and tangible investment in the success of the Padres and its ballpark.

“One of the fundamental rules of business is that in order to succeed you have to market your product,” Lightner said. “If 129,000 San Diego households are unable to see Padres games on TV, that does damage to the team’s brand, hurting the Padres franchise and driving down interest and attendance at Petco Park.”

Lightner had previously held a special meeting of the Rules and Economic Development Committee, which she chairs, in order to encourage the two sides to come to an agreement. As a result, representatives from Time Warner Cable and Fox Sports News met last week to discuss the issue.

“The Padres generate economic activity, promote San Diego to a national audience, and boost civic pride,” Lightner said. “I am hopeful that the two sides can reach a deal that makes financial sense for them and for the City of San Diego.”

Sherri Lightner is the Councilmember for Council District One of the City of San Diego, which includes the communities of Carmel Valley, Del Mar Mesa, La Jolla, Pacific Highlands Ranch, Torrey Hills, Torrey Pines, and University City. She took office December 8, 2008.